

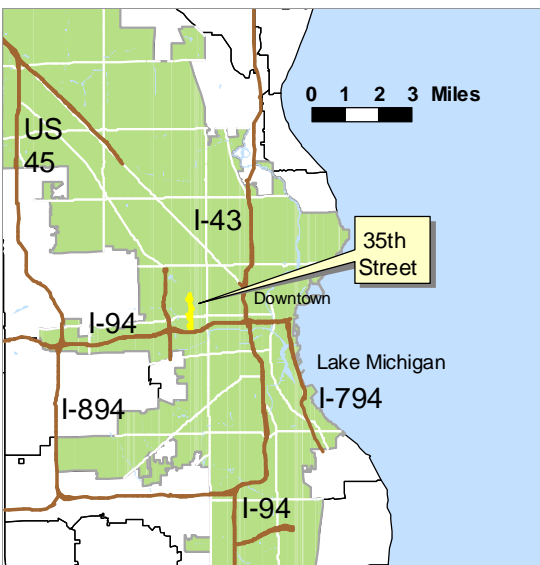


The Harley-Davidson Motor Company is one of the most recognizable brands in the world, and is headquartered adjacent to the 35th Street Commercial District .

Contact

Dimitri Jordan
City of Milwaukee
Department of City Development
414-286-5662
Fax 414-286-5467
djorda@mkedcd.org

Please visit our website at:
www.mkedcd.org/business



North 35th Street I-94 to Vliet

Located two miles west of Downtown Milwaukee, the North 35th Street Commercial District serves residents of its surrounding high density neighborhoods, and lies adjacent to two of Milwaukee's most well-known businesses: Miller Brewing and Harley-Davidson Motor Company. These

two businesses employ many of the 18,000 people who work within one mile of the district, and bring hundreds of thousands of tourists per year to the neighborhood. Residents in the neighborhood spend \$846 million annually on retail.

Residential Characteristics

From 35th & State	1/2 Mile	1 Mile	2 Miles
Population	8,874	28,466	110,124
Density	12,058	11,113	8,983
Households	3,812	10,675	38,854
Owner Occupant	62.7%	62.5%	67.0%
Under 25	41.0%	49.5%	49.1%
% 25–44	30.5%	28.2%	28.4%
% 45–64	20.1%	16.3%	15.5%
% Over 65	8.4%	6.0%	7.1%
Average Household Income	\$24,651	\$25,872	\$338,245
Total Household Income	\$91,824,300	\$278,796,700	\$1,308,329,900
% African-American	62.1%	58.6%	47.1%
% Asian	7.4%	11.9%	5.5%
% White	19.2%	18.4%	32.3%
% Hispanic Origin	7.6%	7.2%	11.9%

Sources: 2000 US Census, City of Milwaukee Assessor, Claritas Inc.

Employees and Visitors

MAJOR TRAFFIC GENERATORS

National Retail (representative)

Burger King
Family Dollar
Hollywood Video
Jackson Hewitt
KFC
McDonald's
Midas Muffler Shop
Payless Shoe Source
Simply Fashion
Super America
Walgreen's

Local Retail (representative)

Bob's Custard Drive-In
Community Financial

Parker's House Restaurant
Peter's Cleaners
Wisconsin Kitchen Mart

Over 18,000 employees in Area:

Harley Davidson Motor Company

Over 1,000 employees

Miller Brewing Company

Corporate and production facilities
950 corporate and 845 factory employees
Over 200,000 visitors annually.

VCY America, Inc.

Christian broadcasting network

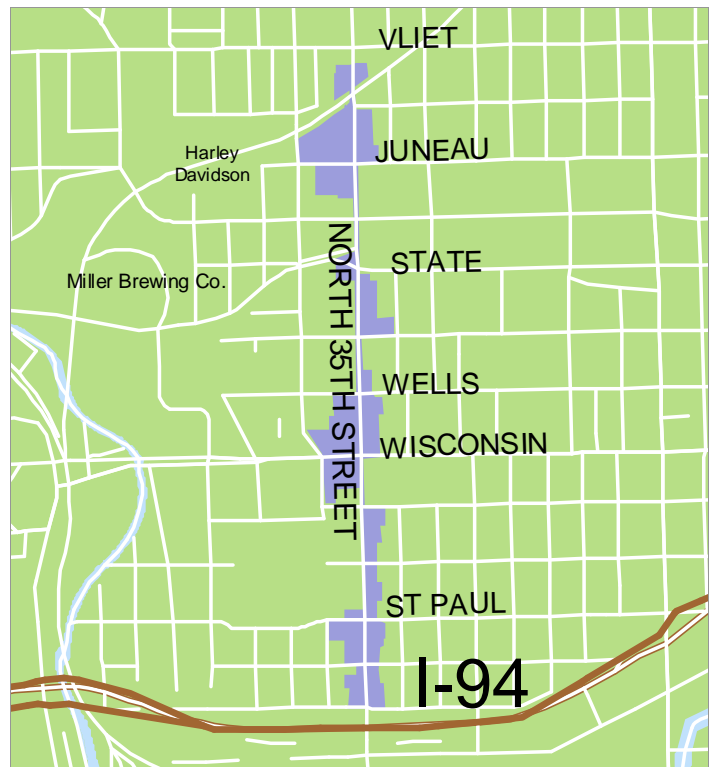
Traffic & Transportation

- 2 Miles from Downtown Milwaukee
- Access from I-94 at 35th Street exit and US 41 at Wisconsin Ave. and Vliet Street exits.
- 24 Hour Traffic Counts:
 35th & Wisconsin
 NS 18,000 vehicles/day
 EW 18,250 vehicles/day
- 7 Buslines with average weekday ridership of 39,912 passengers.



The recently renovated Westside Marketplace (left) adds to the strong national retail presence on 35th Street.

This Walgreen's (right) stands at the busy intersection of 35th & Wisconsin.



Local Investments



A partnership between the City of Milwaukee, Habitat for Humanity, West End Development Corporation, Neighborhood Improvement Development Corporation, and Harley Davidson, Inc. has resulted in investment of nearly \$1 million since March of 2002. Investments included wrought iron fencing and the new construction of eight single family homes (above).

Retail Rents

\$5–\$10/ sq. ft. nnn

Wisconsin Kitchen Mart (right) is one the State's largest kitchen remodeling showrooms.

